

Panel Evaluation of Pre-Incubatees

Objective: To review idea, level and nature of work and state of preparedness to be a part of Incubation Programme.

Benefits: Participants got a chance to present their idea in front of the panel of industry experts from different areas, also they got access to investors for their pitches.

Part of review was conducted by COEI's expert review panel on 2nd July, 2022; virtually from 6 pm to 7.30 pm.

Team wise details.

Top Percentile

The first team to present their business idea was from Jammalal Bajaj college. This team had won the 1st prize in Wings2Vision 2022. Their idea titled 'Top Percentile' offers online tutoring to MBA aspirants. It helps them to train effectively for entrance exams and gain good scores to get into illustrious colleges such as JBIMS. The team has already done their pilot successfully and presented their revenue model as well as prospective growth opportunities.

They stated that COEI's incubation program would be beneficial for them to gain access to under graduation students, to get advice from various domain experts associated to COEI and seed funding. They satisfactorily answered all the questions posed by the panel.

Recommendation: The Panelists stated that this idea, team and their general approach was quite promising and hence COEI should offer them incubation support.

Mr. Anup Bhat's product: customized fertilizers.

The 2nd team to present the business idea was that of Mr. Anup Bhat who is a faculty person at Amolakchand college in Yawatmal and one of the prize winners of Wings2Vision 2022 in the teacher's segment. Mr. Bhat has developed a formula of mixing organic and chemical fertilizers in a customized proportion as per each farm's need. The soil quality of each farm is different. Each piece of land has different levels of nutrient deficiencies. A customized fertilizer helps to balance out these deficiencies and heighten productivity of soil. Mr. Bhat has already done successful pilot of the same on his own farm as well as some other farms in his vicinity. He also has patents in both India and Australia for this method which he has developed.

Though all of Mr. Bhat's claims sounded quite impressive, he could not present a satisfactory idea of his expansion plan of how he plans to take this across Maharashtra. He did not product any satisfactory pictures (as was instructed to him by the team) to justify his claims. He stated that he sought COEI incubation support for funding as well as for networking and expertise on how to expand.



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Recommendation: after due consideration the panelists believed that while they would not be able to offer any domain expertise to Mr. Bhat. They could help him develop, and expand this idea. However, the panel believed that Mr. Bhat himself seemed quite unclear about his road ahead, expansion plan and his specific target in terms of business development. Hence, they recommended that Mr. Bhat be offered a place in pre-incubation program. Let him polish and develop his idea, expansion strategy & specific ask from incubation support and re-present in front of the panel one more time.


Madhur Foods

The 3rd idea was presented by Ms. Harshali Ghone who along with her mother has started making healthy ladoos and other snack items. Harshali is 3rd prize winner in Wings2Vision 2022. She has successfully done her pilot and requires incubation support for its seed fund, network and expertise. Harshali could successfully answer the panelists.

Recommendation: The panelists recommended that Harshali should be given incubation support.

In conclusion: out of 3 teams that presented in front of the panel, 2 teams (top percentile and Madhur foods) were given recommendation for incubation and 1 team (Mr. Anup Bhat's customized fertilizers) was recommended for pre-incubation program.




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